

ASHTON-TATE

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INFORMATION

For Immediate Release

ASHTON-TATE PUBLISHING GROUP

UNRAVELS MYSTERIES FOR USERS

CULVER CITY, Calif. -- Helping sophisticated or novice users understand computers and the computer world is the primary goal of the Ashton-Tate Publishing Group, part of the company's New Business Division. Not yet two years old, the group, which publishes computer-related books and periodicals, has already made a significant mark in the computer publications market. In 1983, the group's first year, only four books were published. By the close of 1984, more than 30 titles will be on retail shelves.

"Ashton-Tate places tremendous importance on shifting the balance of power from those who understand how computers work to those who are in need of what computers can do," said Edward M. Esber, president and chief operating officer for Ashton-Tate, one of the leading publishers of microcomputer software. With nearly three dozen titles in print by the end of 1984, it will be easy for the reader to find information to help him choose the system that best suits his needs, or to take full advantage of the system he already has.

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Everyman's Database Primer, Ashton-Tate Publishing

Group's first book, rapidly became a best-seller and remains the most widely read book on the dBASE II database management system and general database management concepts. The group also publishes books on Framework, Ashton-Tate's multi-function productivity software system; Pascal, BASIC, and the IBM PC.

"The publishing group," says Jane Mellin, director of publications, "produces materials to support Ashton-Tate products, but it also publishes materials that cover a very broad range of computer topics and are useful for understanding and using a variety of different systems."

Among its many titles are

Get Connected: A Guide to Telecommunications,

a comprehensive guide to practical applications of new telecommunications technology.

Up and Running: Adventures of Software Entrepreneurs,

accounts of 35 self-made business people who have built the microcomputer software industry.

Special Effects Library, a guide to combining the

animation, sound and graphic resources of the computer

Data Management for Professionals, written for

doctors, lawyers, dentists, pharmacists and other professionals interested in learning how microcomputers can improve their efficiency.

Through the Micromaze: A Visual Guide from Ashton-Tate,

a colorful, pictorial guide to helping solve the mysteries of microcomputing.

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Soft Words, Hard Words: A Common Sense Guide to Creative Documentation, a practical, "how-to" guide that describes the elements of writing computer software and hardware documentation.

The Ashton-Tate Publishing Group, based in Inglewood, California, has a co-distribution agreement with Reston Publishing Group, a division of Prentice-Hall, Inc., which allows Ashton-Tate to distribute its publications through computer retail channels as well as through traditional retail book outlets.

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